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An Analysis Of The Leads Portion Of ARISS: A User Satisfaction Survey

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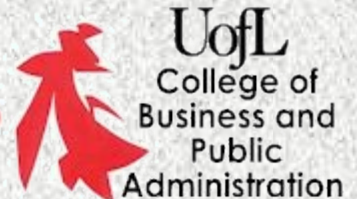
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Outline

- ➔ Executive Summary
- ➔ Objectives of the Study
- ➔ Analysis of Survey Data
- ➔ Command Implications
- ➔ Recommendations for Future Research



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Executive Summary

Major Findings

- ▶ Many recruiting and CLT personnel think the Leads portion of ARISS does not increase recruiting productivity
- ▶ Perceptions are more positive for those who have less recruiting experience
- ▶ Many of the major differences in responses are driven by the perception of the quality of data



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Executive Summary

Major Findings

- ▶ ARISS is perceived as a means to micromanage the recruiting force
- ▶ The Leads portion of ARISS is too slow to support daily recruiting activities
- ▶ The Leads portion of ARISS is not flexible



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Executive Summary

Major Findings

- ▶ Perceptions do not vary by mission box
- ▶ Significant differences in perceptions among upper level command and field personnel



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Executive Summary

Major Recommendations

- ➔ Improve ARISS to better support daily recruiting activities
- ➔ Improve and promote the process for user involvement in future modifications
- ➔ Use better internal marketing to show the benefits of using the system and improvements to the system



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Executive Summary

Major Recommendations

- ➔ Address the perception among recruiting personnel that ARISS is a micromanagement tool used to closely monitor recruiting personnel
- ➔ Develop comprehensive strategies to address data management issues



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Objectives of the Study

- ▶ Determine the perceptions of the Leads portion of ARISS by:
 - Command hierarchy
 - Recruiting station personnel
- ▶ Identify areas for improvement of the Leads portion of ARISS
- ▶ Provide a baseline for similar studies in the future.



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Background Research

Factors affecting adoption of Sale Force Automation

Success and acceptance of SFA depend on:

- Managerial commitment
- Training
- Degree of end-user involvement
- Accuracy of expectations
- Perception of micro-management
- Perceived usefulness of the system
- Degree of required change in user behavior or work flow
- Perceived ease of use



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ARISS Timeline

**ARISS
ORD**



1998

**Initial
ARISS
Deployme
nt**



1999 Oct 2000 Jan-Dec

**Full ARISS
Deployme
nt**



**ARISS
Modifications/Improvements**



**User Satisfaction Survey—2001
Nov-Dec**

2001--

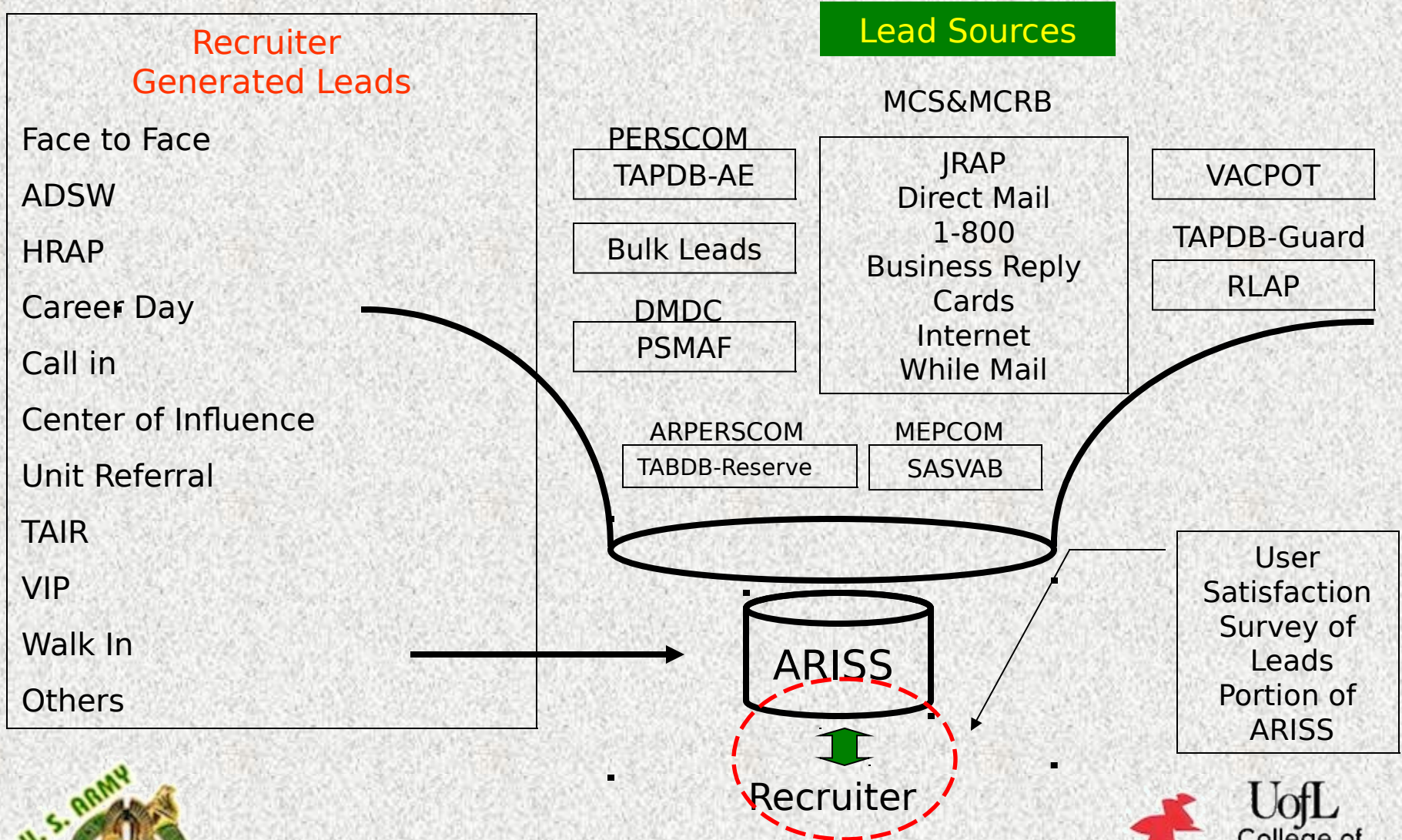


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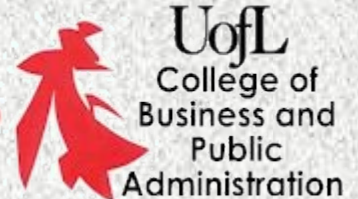


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ARISS System Drawing



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Analysis of Survey Data

➔ Overall Perceptions

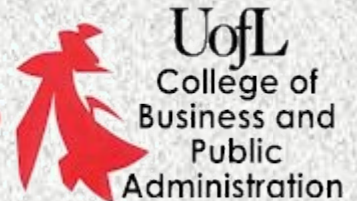
➔ Reasons for discrepancies

- Analysis by Mission Box
- Analysis by Experience
- Analysis by Perception of Data Accuracy

➔ User Recommendations for ARISS Improvements

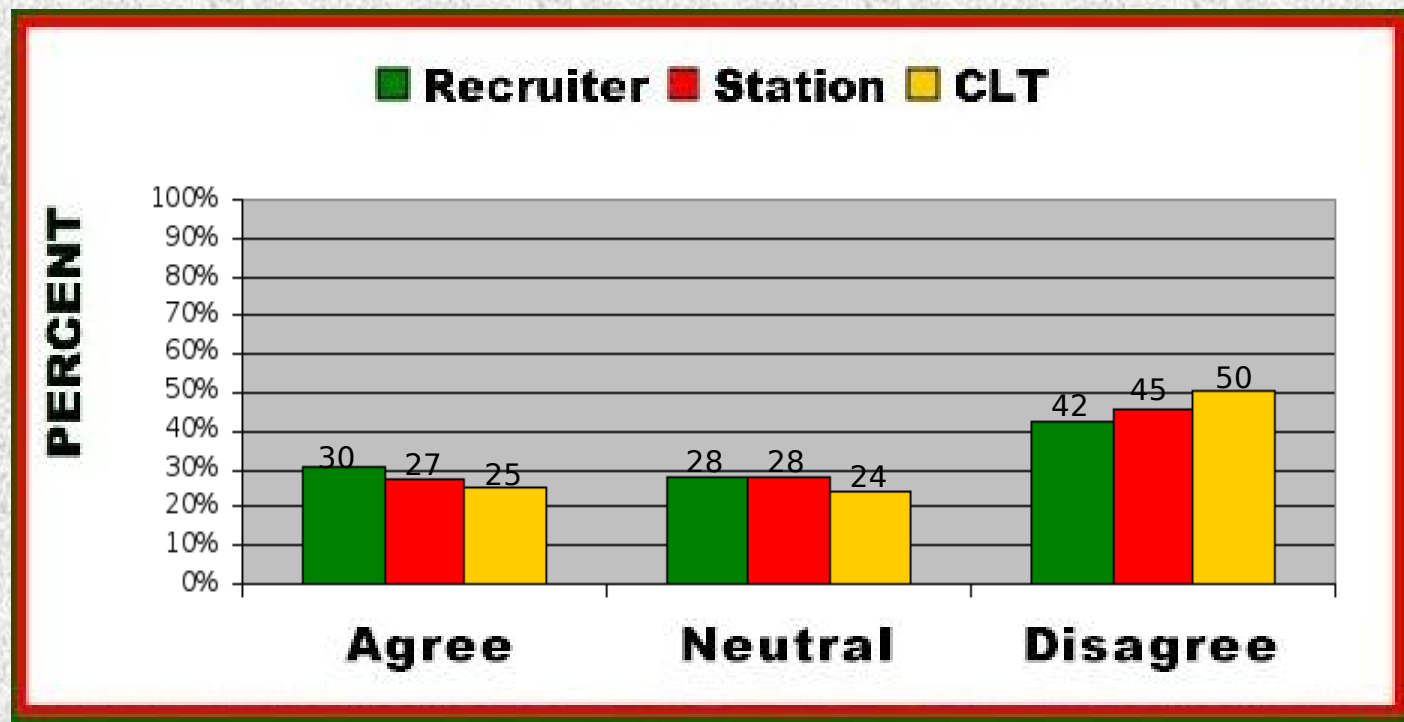


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Analysis: Results of Recruiting Personnel and CLT

Overall, I am satisfied with the Leads distribution portion of ARISS.



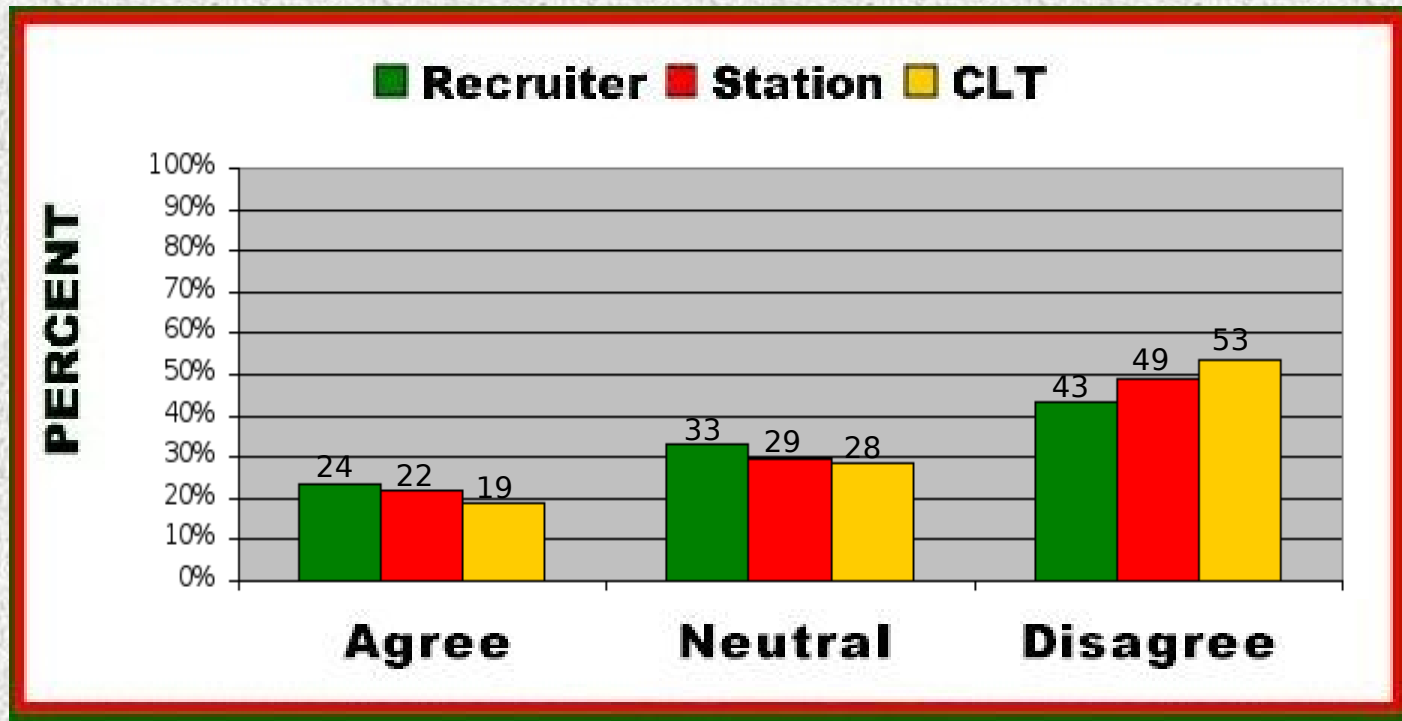
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Analysis: Results of Recruiting Personnel and CLT

Overall, the use of the Leads portion of ARISS has improved the productivity of this recruiting station/company.



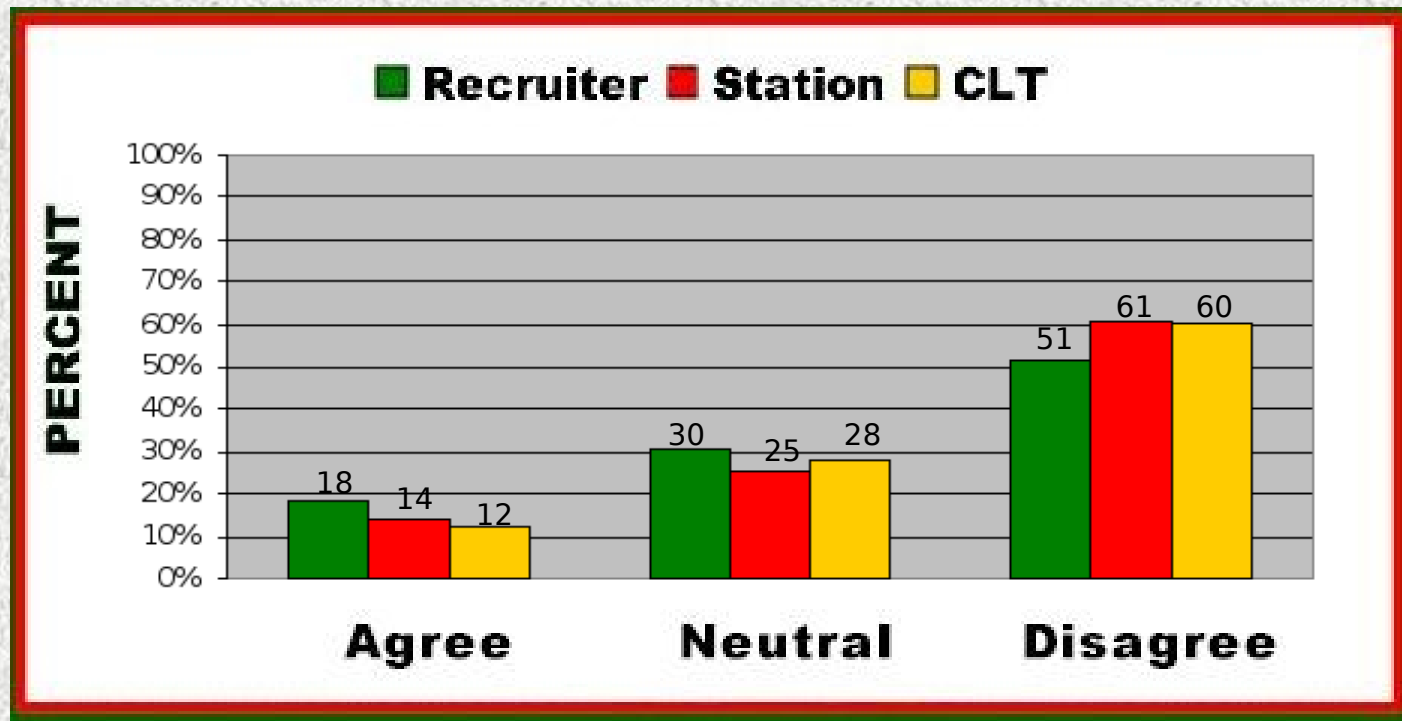
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Analysis: Results of Recruiting Personnel and CLT

The Leads portion of ARISS helps me to achieve my station's/company's mission box.



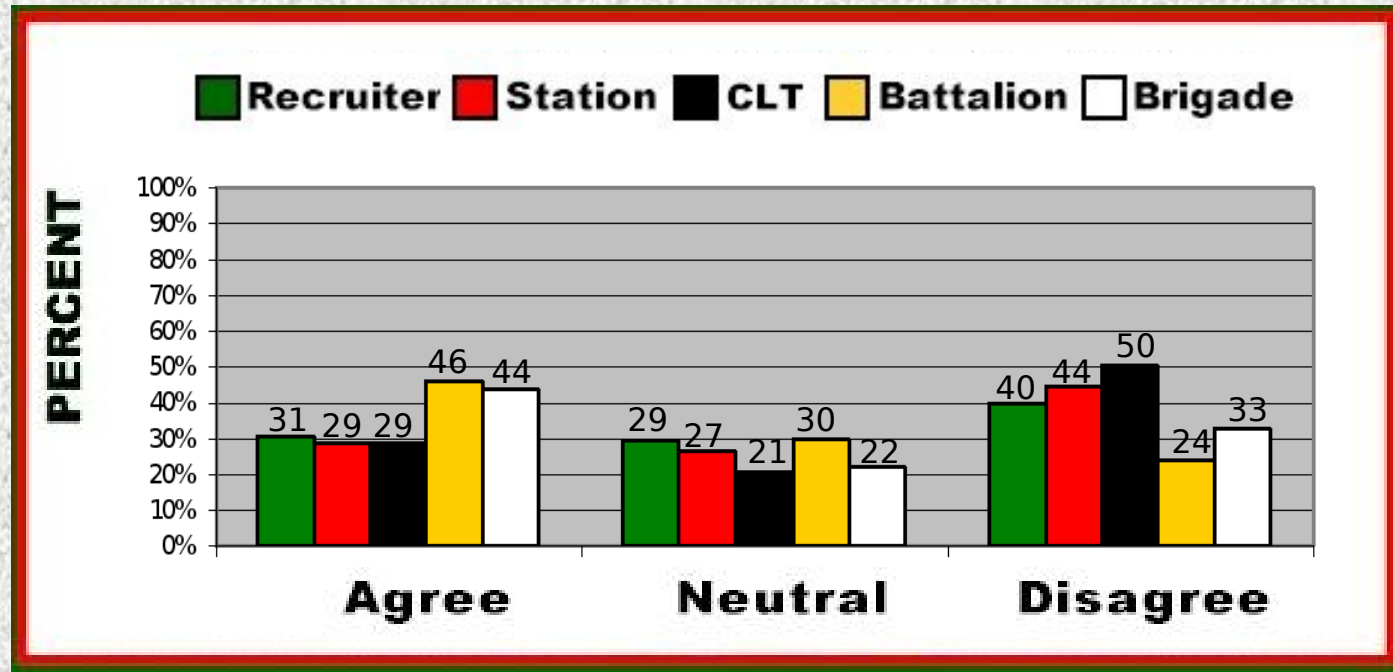
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Analysis: Perception of Upper Level Management

By using ARISS to closely manage recruiting stations, upper-level management (company-battalion-brigade-USAREC) can improve the productivity of individual recruiting stations.



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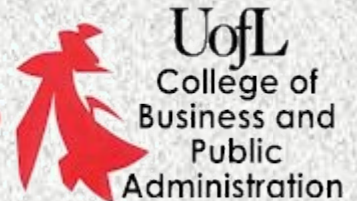
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Mission Box

- ➔ **Hypothesis:** Respondents in stations that did not meet mission are more likely to indicate dissatisfaction with the system
- ➔ Hypothesis is false perceptions of the system do not vary by mission box



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Analysis by Experience

- ▶ Over time, the impression of the system is likely to improve.
- ▶ The current group of more experienced recruiters will diminish through attrition.
- ▶ A comparison of recruiters' impressions of the system one year from now needs to be compared to this baseline data



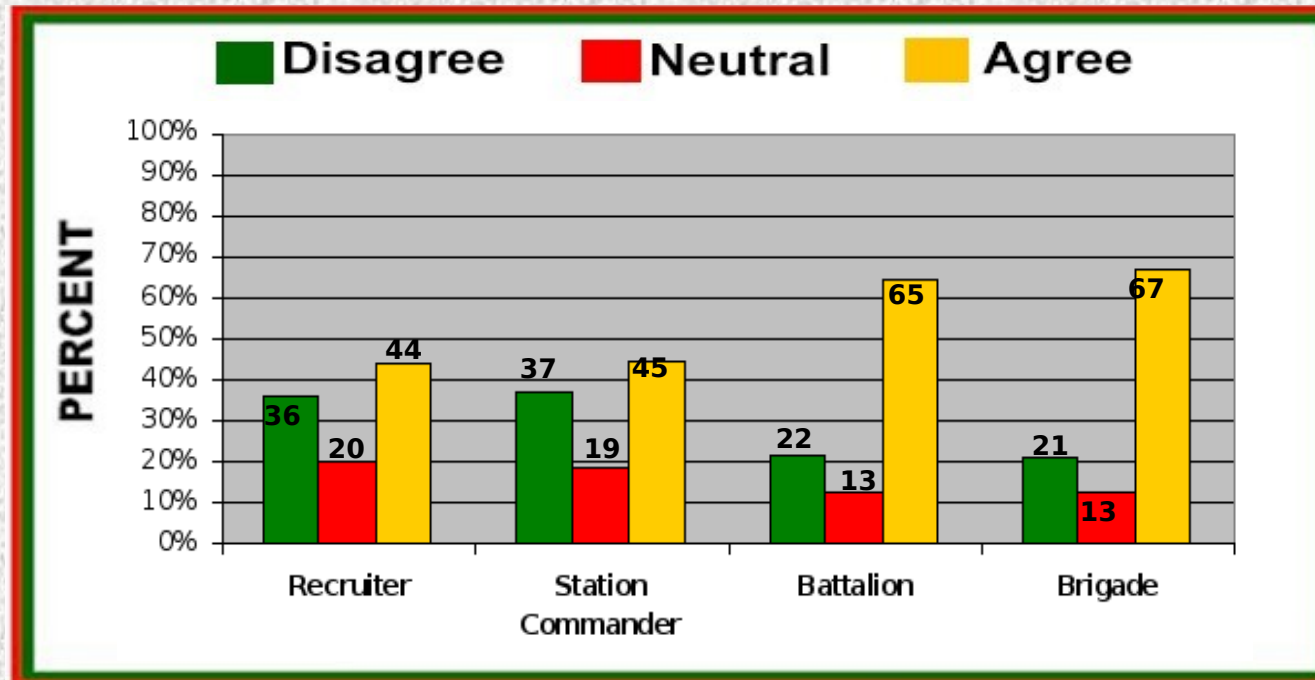
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Analysis by Perceived Data Quality

The information provided on potential recruits by ARISS is generally accurate



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Survey Recommendations for Improvement

	Rec	SC	CLT	Bat	Brig
Make the system faster in general	100	100	100	100	96
Reduce data-entry time	77	89		90	100
Make the system more flexible	75	75	69	70	60
Speed up data replication	68	61		82	78
Better support the DPR	51	83	82	56	86
Improve distribution process	51	34		59	50
Improve custom report generation	46	48	51	42	52



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Command Implications

- ▶ Address data quality issues
- ▶ Internal marketing directed at
 - Promoting advantages of ARISS
 - Promoting improvements to the system
- ▶ Improve the process for user involvement in future modifications



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Command Implications



Position ARISS as a support tool rather than a micro-management tool



Modify ARISS to better support recruiting processes



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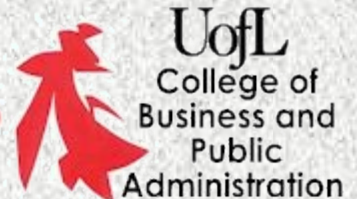
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Recommendations for Future Research

- ➔ Conduct annual follow-up surveys to determine how perceptions change over time
- ➔ Improve the quality of the leads
 - Develop success indicators for each lead
 - Track the efficacy of these indicators



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Recommendations for Future Research



Develop mechanisms to cleanse the data

Identify possible changes in business processes of recruiting to improve productivity



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Questions and Answers



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